

Emily Michael Rypkema

Creative Strategist & Brand Designer

CONTACT

Portsmouth, NH
(803) 727-2014
emrypkema@gmail.com
[linkedin.com/in/emily-rypkema](https://www.linkedin.com/in/emily-rypkema)

SKILLS

Brand Identity/systems
Campaign Concepting
Content Strategy
Typography
Print Production
Motion Graphics
Web design
Responsive design
Digital marketing

DESIGN TOOLS

Adobe Illustrator
Adobe InDesign
Premiere Pro
After Effects
Figma

EDUCATION

Clemson University
B.S. Biological Sciences
2013–2017

EXPERIENCE

Social Media Marketing Manager · MyScript

Mar 2024–Present

- Sole creative behind MyScript's Instagram and TikTok
- Designed every asset including animated reels, motion graphics, and campaign visuals while owning full content strategy
- Developed visual systems and digital campaign assets across social, ensuring consistent brand expression across all touchpoints
- Built and launched first in-house influencer program: signed 37 creators for 129 posts, managed outreach, contracts, approvals, analytics, and invoicing end-to-end
- Influencer results: 7,717,697 views · 35,402 shares · CPM \$7.63

Consultant — Brand Management & Visual Design

Feb 2021–Present (ongoing)

- Independent practice for clients who need strategy and design in one engagement
- Designed web and digital assets for clients including brand identity systems, social graphics, and marketing collateral
- Some clients include: Jess Connolly / Go and Tell Gals, Anna Mae Groves, Deb Hopper, Lindsay Wells Photography, SEEN Moms, Empart Foundations

Senior Brand Manager · Jess Connolly / Go & Tell Gals

Feb 2021–Mar 2024

- Worked directly with founder Jess Connolly at the intersection of brand strategy and operations
- Built podcast sponsorship program from \$0 to \$16K in ad revenue; managed podcast end-to-end including guest booking, production, and sponsorship sales
- Managed 20+ speaking engagements annually from inquiry to final payment
- Oversaw a team of 6 remote interns for one year; designed onboarding, assigned projects, and managed performance

Clinical Research Program Coordinator · MUSC

Jan 2020–Mar 2022

- Coordinated lung cancer early detection studies
- Supervised fellow coordinators across enrollment and research communications

Patient Care Technician · MUSC

Jun 2018–Jan 2020

- Assisted during Level A and B pediatric traumas; trained new employees through orientation